



# THE MARKETING MEMO

July 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

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## **PROGRAM ISSUES**

### **NEW MENDOCINO WINEGRAPE AND WINE COMMISSION APPROVED:**

In a recently conducted referendum, Mendocino winegrape growers and vintners approved the implementation of the Mendocino County Winegrape and Wine Commission. Of the winegrape growers voting, 88% voted in favor and they accounted for 84% of the voted grower volume. Of the vintners voting, 82% voted in favor and they accounted for 88% of the voted vintner volume. The Marketing Branch is now conducting the nomination and election process for the Commission's initial board of directors. Unlike the two other regional winegrape commissions currently operating in California, this commission has its own separate statute and will be funded by both growers and vintners instead of just growers. For information on this new commission, please contact Glenn Yost.

### **GROWER REFERENDUM ON PROPOSED SONOMA COUNTY WINEGRAPE COMMISSION:**

For the past several weeks, the Marketing Branch has been conducting a grower referendum to determine if winegrape growers favor implementation of a proposed Sonoma County Winegrape Commission. The referendum was initiated in response to a petition submitted by representatives of Grape Crush District 3. The Marketing Branch intends to tally the ballots and release the voting results to the industry within the next week. If approved, this local winegrape commission would operate under the Winegrape Growers Commission Law just like the current Lake County and Lodi-Woodbridge Winegrape Commissions. For information on this proposed commission, please contact Glenn Yost.

### **HEARING SCHEDULED ON PROPOSED PISTACHIO MARKETING AGREEMENT:**

A hearing has been called for July 21 in Fresno to consider the implementation of the proposed California Pistachio Marketing Agreement. This program would be similar in many respects to the former Pistachio Marketing Agreement that was terminated last summer after operating for more than ten years. The program would only be binding upon those pistachio processors who choose to sign-up for it. The program would prohibit participating processors from committing three practices deemed by proponents of the proposed agreement to be detrimental to the pistachio industry; commingling artificially opened pistachios with naturally opened pistachios, bleaching or otherwise treating pistachios with chemicals to remove shell stains, and shipping pistachios that have not been tested for aflatoxin to designated export markets. For information on this proposed program, please contact Dennis Manderfield.

## **ADMINISTRATIVE ISSUES**

### **MARKETING PROGRAM EXECUTIVE MEETING:**

Attached to this Marketing Memo is a survey of potential dates for the next Marketing Program Executive meeting. We plan to hold the meeting in St. Helena at the Culinary Institute of America at Greystone from 9:30am to 12:00pm. **PLEASE PLAN TO COME.** Please fill out the survey and return to Kim Jagelka by July 31 to help us select the most appropriate dates for a strong turnout. If you have any questions, please contact Lynn Morgan or Kim Jagelka of the Marketing Branch at (916) 341-6005.

### **MEETING NOTICES FOR ALL PROGRAMS TO BE POSTED ON MARKETING BRANCH WEBSITE:**

We are in the process of redesigning our Marketing Branch website. One of the new features on the site will be the posting of meeting notices for all programs rather than only for those programs that do not post their own notices. In order to facilitate this change, we are requesting that all programs, in addition to mailing meeting notices to their Marketing Branch liaison, also email them to Ramiro Casillas [rcasillas@cdfa.ca.gov](mailto:rcasillas@cdfa.ca.gov) & Kim Jagelka [kjagelka@cdfa.ca.gov](mailto:kjagelka@cdfa.ca.gov) at the Branch.

### **ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, COUNCILS AND AGREEMENTS:**

Just a reminder that members and alternates of marketing orders, councils and agreements are required to complete ethics training for state officials. First time appointed members and alternate members must complete the training and file a certification with their respective program office within six months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every two calendar years thereafter. Program executives must retain the signed original certificates. Commission members and alternates are also required to complete ethics orientation but Cdfa is currently not involved in enforcing this requirement.

For programs that completed this training in 2004, it is now time to complete the training once again. The Branch is in the process of obtaining copies of the training materials in CD format and will forward them to all marketing orders, agreements and councils in the near future. The training can also be completed at the California Attorney General's website: <http://caag.state.ca.us/ethics/index.htm>

If you have any questions regarding the ethics training process, please contact Beth Jensen at the Branch, 916-341-6005, or email: [bjensen@cdfa.ca.gov](mailto:bjensen@cdfa.ca.gov).

**TABLE OF DUE DATES:**

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

| <b>TABLE OF DUE DATES</b>        |   |  |
|----------------------------------|---|--|
| <b>Item</b>                      | <b>Applies To:</b>                                      | <b>Due Date</b>  |
| <b>Quarterly Contract Report</b> | Marketing Orders, Agreements and Councils               | <b>Qtr 1, 2006</b><br>(January – March 2006) <b>Was Due: April 28, 2006</b>  |
|                                  |   | <b>Qtr 2, 2006</b><br>(April – June 2006) <b>Due: July 31, 2006</b>  |
| <b>Ethics Training</b>           | Marketing Orders, Agreements and Councils               | Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> <li>• New members: within six months of assuming their position.</li> <li>• Continuing members: every two calendar years.</li> </ul> <b>Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch</b> |
| <b>Member Lists</b>              | Marketing Orders, Agreements, Councils, and Commissions | As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.  |
| <b>Financial Audits</b>          | Marketing Orders, Agreements and Councils               | Three copies due to Branch 30 days after completion.   |

**GENERAL INFORMATION****NEC-63 CONFERENCE REMINDER:**

The fall 2006 meeting of NEC-63, The Research Committee for Commodity Promotion, is scheduled for October 12-13 in Auburn, Alabama at the Robert Trent Jones golf facility. The purpose of the meeting is to discuss current research on commodity promotion. Of particular interest, is research that advances the state-of-the-art in measuring the economic impacts of promotion, research, and other activities funded by producer checkoffs. Also of interest, is research on export promotion activities sponsored by USDA's Foreign Agricultural Service.

If you would like to present a paper, please email a title and abstract of 500 words or less to Henry Kinnucan at [kinnuhw@auburn.edu](mailto:kinnuhw@auburn.edu). Abstracts received before 31 July 2006 will be given preference in putting together the program.

If you have questions regarding the conference, please contact Lynn Morgan at the Branch.

**MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:**

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at [bjensen@cdfa.ca.gov](mailto:bjensen@cdfa.ca.gov) to include information in this section.

**PEST DETECTION ADVISORY**

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

**MARKET ENFORCEMENT ADVISORY:**

Attached is the Market Enforcement Advisory Notice for July 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.